AUG 2 4 2006

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Lawrence Morrisroe, et al.

Examiner:

Yehdega Retta

Serial No.

10/696,295

Group Art Unit:

3622

Filed:

October 28, 2003

Docket No.

85804-010801

Title:

METHOD AND SYSTEM FOR CREATING, SERVING AND

TRACKING ADVERTISEMENTS

Customer No.:

32361

CERTIFICATE UNDER 37 CFR 1.6(d)

I hereby certify that this correspondence and identified enclosures are being transmitted via facsimile only to Examiner James W. Myhre, Art Unit 3622, United States Patent and Trademark Office, Pacsimile No. (571) 273-8300 on August 24, 2006.

Name: Suzanne Marx

RESPONSE FILED WITH RCE

Date: August 24, 2006

MAIL STOP: RCE Commissioner for Patents Post Office Box 1450 Alexandria, Virginia 22313-1450

Sir:

This is in response to the Office Action mailed November 22, 2005, the period for response to which is determined from the April 25, 2006 mail date of the Notice of Panel Decision from Pre-Appeal Brief Review, the period being extended for three months from May 25, 2006 to August 25, 2006. This response is being filed with a Request For Continued Examination.